

### ABSTRACT

Systems and techniques for polling interactive television viewers by preparing a set of polling requests, connecting to one or more set top systems of one or more interactive television viewers, sending the set of polling requests to the one or more set top systems of the one or more interactive television viewers, receiving responses to the set of polling requests, evaluating the responses to the set of polling requests, and preparing a new polling request including two or more elements selected based on the evaluation of the response to the set of polling requests.

40091734.doc